

Learning Experience

As a rookie in the maritime world, I was overwhelmed by all the impressions during my two day visit to METS. I had a hard time navigating my way in the seven giant halls that housed the trade show. Without any borders, I was able to just walk from one country to another, which I found very amusing. Luckily my colleagues knew just where to go. I met new people, had meetings and saw quite a number of novelties and new products of which I didn't even know they existed. It was quite the learning experience for me. At the end of the day my feet were killing me, but it was definitely worth it.

During METS it became apparent to me that the superyacht business isn't that much affected by the world's financial crisis. The Superyacht Pavillion was doubled in size and there were more exhibitors than ever before. Although last year's number of visitors for the 20th anniversary event couldn't be exceeded, the attendance for 2008 was still 10% up from 2006, when the economic climate was in far healthier shape. Next year's 40th boot Düsseldorf, however, will not remain completely untouched by the current financial crisis. The event is expected to fall slightly short of the record-breaking amount of visitors in 2008 and according to new Director, Ulf Goetz Jungmichel, exhibitors are reducing their stand sizes in certain segments.

Despite the current economic situation worldwide, the organizers of boot 2009 are confidently looking forward to hosting the boot event from 17 to 25 January in Düsseldorf, Germany. In this issue we provide a sneak peak at the upcoming event, confident that it will once again be successful. I look forward to attending the show, knowing that new impressions will probably amaze me once more. I sincerely hope you will enjoy reading this issue as much as I did writing and editing it. I wish you and your loved ones a merry Christmas and a prosperous new year.



A handwritten signature in black ink, which appears to read 'Wendy de Jong'.

Wendy de Jong
Editor

Super Yacht

i n d u s t r y

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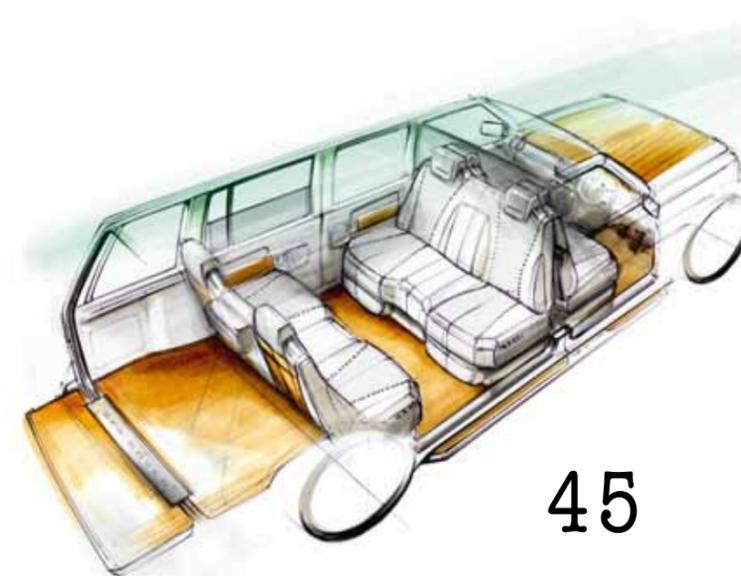
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Front cover: The exclusive Westin Dubai Mina Seyahi Beach Resort & Marina situated next to the Dubai International Marine Club, the Venue of the Dubai International Boat Show – the largest Boat Show in the Middle East. Photo courtesy of Dennis Vinkoert.

Left page: View of Dubai's own blue lagoon at Jebel Ali Golf Resort and Spa, known as Dubai's Only True Luxury Resort. Photo courtesy of Dennis Vinkoert.